

THE ROLE OF MOTICATION IN INTERNATIONAL TOURISM IN FINLAND

A case study about a cultural festival: the Bear Festival

Sointu Koljonen

International Business

Bachelor's Thesis

Supervisor: Paurav Shukla

Date of approval: 9 April 2020

Aalto University

School of Business

Bachelor's Program in International Business

Mikkeli Campus

Author: Sointu Koljonen

Title of thesis: THE ROLE OF MOTIVATION IN INTERNATIONAL TOURISM IN FINLAND: A case study about a cultural festival - the Bear Festival

Date: 9 April 2020

Degree: Bachelor of Science in Economics and Business Administration

Supervisor: Paurav Shukla

Objectives

The main objectives of this study were firstly to find out what kind of advantages does Finland have in the sense of travel tourism and which parts could be improved. Secondly, I wanted to explore the ways motivation affects tourists in Finland and lastly how to utilize niche events in Finnish environment in the sense of motivational drivers.

Summary

A literature review was constructed to examine push and pull motivation, and extrinsic and intrinsic motivation. In addition, tourism trends in Finland were established, which followed to a conceptual framework to be designed. The framework and literature review acted as the base for primary research: a quantitative online questionnaire for Finnish and international participants. Information about the respondent's push and pull motivations and general travel behavior were collected and then later analyzed with a statistics program.

Conclusions

It was found out that Finland has advantages in tourism marketing: nature, security and cleanliness. They are the most distinguishable characteristics about Finland which brings tourists there. Push and pull factors both have an effect on tourists and should be utilized in marketing events to international participants. In addition, the marketing should not be focused on shopping aspect, since the findings show contradicting results about using this motivator to motivate people coming to Finland

Key words: Culture, festival, Finland, motivation, tourism, traveling

Language: English

Grade:

Table of Contents

1. BACKGROUND	4
1.2. Research Problem.....	4
1.3. Research Questions	5
1.4. Research Objectives	5
1.5. Karhufestivaali – the Bear Festival	5
2. LITERATURE REVIEW.....	7
2.1. Introduction.....	7
2.2. Finland as seen by tourists	7
2.3. Motivation for travelling internationally.....	9
2.3.1. Intrinsic and extrinsic motivations	10
2.3.2. Push and pull motivation theory	12
2.3.3. Travel motivation related to arts versus general travel motivation	13
2.4. Conceptual Framework	15
2.5. Conclusion.....	15
3. METHODOLOGY.....	16
3.1. Secondary research	16
3.2. Primary research	16
3.3. Survey Design	17
4. ANALYSIS AND FINDINGS.....	20
4.1. Demographics	20
4.2. Reliability test – Cronbach's Alpha	21
4.3. Motivation and Bear Festival	22
4.3.1. Frequencies in responses	24
5. DISCUSSION.....	28
5.1. Limitations	29

6. CONCLUSIONS.....	31
6.1. Main findings	31
6.2. Implications for international business.....	31
6.3. Implications for the Bear Festival.....	32
6.4. Suggestions for further research	32
7. REFERENCES	33
8. APPENDICES	36
Appendix A – Survey	36
Appendix B – Likert scales	51

1. BACKGROUND

1.2. Research Problem

As tourism is increasing and it plays an important role in the global economy according to The Guardian (2019), it is important also for organizations who want to act not only locally, but regionally to realize this in their activities when planning on organizing events. The organizers may come across different questions: how to attract more visitors from different places to visit especially their event? What are the motivational drivers behind this decision and how could it be used as an advantage? Why do tourists travel?

Many researchers have studied motivation and its effect on tourists, since it is one of the key pillars of tourism behaviour. In order to market destinations successfully, marketers need to have an encompassing understanding of motivations of tourists (Pesonen et al., 2011).

Due to this, I want to be able to explore the reasons behind why tourists are drawn to Finland, especially to a certain festival called Bear Festival and how the organizers could utilize this information for their advantage. Another aspect that I would like to discover is whether some motivational drivers have a bigger impact on international tourists than others, and if the organization that I'm doing the case study on should concentrate on focusing on the dominant motivational driver in the sense of their future advertising to international participants.

1.3. Research Questions

This thesis aims to answer the following research questions:

1. Why do tourists want to travel to Finland?
2. What motivations drive tourists to the Bear Festival?
3. Is there a significant difference between push and pull motivators?

1.4. Research Objectives

The research objectives for this thesis are:

1. To find out what kind of advantages does Finland have in the sense of travel tourism and which parts could be improved.
2. To explore the ways motivation affects international tourists.
3. To find out how to utilize niche events in Finnish environment in the sense of motivational drivers.

1.5. Karhufestivaali – the Bear Festival

Maaseudun Sivistysliitto (in English Association for Rural Culture and Education) is an association, which is focused on raising awareness about equality, humanity and provincial culture in Finland. The organization's activities are based on the idea of down-to-earth knowledge and civilization as described on their website (www.msl.fi/karhufestivaali).

Karhufestivaali (in English Bear Festival) is a cultural event, which is organized in the Eastern part of Finland, Ilomantsi. In the festival, different sculptors are challenged to sculpt bear-themed sculptures from wood, where they will be rated on their inventiveness and technical skills. According to the festival, sculpting wood is the most natural form of self-expression among Finnish self-trained artist and bears are the national animals of Finland, which were raised as the basis of this festival.

Inspiration for the festival was raised from a wood sculpting project in 2012-2014 taking place internationally in Finland, Estonia, Lithuania, Poland and Italy. In the project's events many artists met each other among making art out of wood. They learned from

each other and showed their skills to the public. After this for the first time ever, in 2014, the Bear Festival was organized in Ilomantsi. Ever since the first successful Bear Festival, Association for Rural Culture and Education in cooperation with Ilomantsi's local council have organized the Bear Festival as an annual and the most Eastern cultural festival in Finland (www.msl.fi/karhufestivaali).

The festival usually takes place in the middle of August for three to four days. The event will be started on Thursday, with a celebratory opening. During Thursday and Friday, the sculpting competition will take place, while another competition, speed sculpting competition will be held on Saturday. At the event, one can find different forms of art, such as sculptures, paintings, music, dance and theatre performances at the venue. A big variety of local food and drinks are served at the festival. In addition, there are possibilities of getting introduced to Finnish history as well as Finnish folklores. The festival takes place mostly outside and attracts visitors from all over the world. One of the challenges the festival's organisers have faced is the lack of international participants. Even though there are visitors as well as sculptors from different parts of the world, the organizers are hoping to increase the number of the foreign participants. Organisers of the festival predict that the main motivations for the visitors to come to the festival lie within nature and Finnish culture as well as arts, which is why these aspects are present in the questionnaire.

2. LITERATURE REVIEW

2.1. Introduction

Tourism has a big economic impact in the world. It is happening constantly around the world and therefore affects all different sections of business. According to World Travel & Tourism Council (WTTC), in 2018 approximately 10% of the global employment was supported by travel and tourism (WTTC, 2019). Finland has recently realised the potential of tourism and therefore has developed into a more tourist-friendly environment. Tourism has therefore become an asset, which demands responses from the service providers globally, which is why service providers need to be prepared to meet the needs and wants of tourists entering other countries. Leisure time has become more valued and important for consumers, which can be seen as a more conventional tourism.

The purpose of this literature review is to understand the motivations consumers experience when deciding travelling to other countries as this can be the “driving force of all behaviour” (Fodness, 1994). I will analyse and reflect literature on motivation and discuss the issues that are raised with this. There are three parts in the literature review: first, I will focus on Finland and its tourism, then I will explore motivation theories behind tourists’ choices and then everything will be wrapped up at the end, where conceptual framework for the thesis will be established.

Main goals of this literature review are to 1) understand motivation of tourists and why it is important in tourism and travelling in the sense of business 2) find out how Finland is perceived as a destination and 3) examine and speculate the effect of motivation on tourists coming to Finland.

2.2. Finland as seen by tourists

Finland gets a significant amount of its incomes in terms of tourism attractions according to multiple news medias, such as globally recognized The Times (Graig, 2019), CNN (Hetter, 2020), and Lonely Planet (www.lonelyplanet.com).

There is not only one reason why tourist seek to come to Finland, but rather many. According to Travel Research Company, most of the tourists in Finland come from Russia. Other tourists come from Europe as well as from further destinations such as

Asia and overseas (Travel Research Company, 2018). Since Finland sanctioned Russia in 2014 due to them taking over part of Crimea, the number of Russian tourists dropped significantly, but has ever since recovered (Näkki, 2018). Uusi Suomi predicts that one of the reasons driving Russian tourists to Finland is New Year's traditional celebrations, which are highly valued by Russians (Jauhiainen, 2019). Another reason can be the position of rubles has stabilised, which is why Russian tourists now again have the courage to purchase products such as groceries from other countries (Travel Research Company, 2018).

Nature is one of the competitive advantages of Finland. Finland is fairly popular from its clean and untouched nature. One appeal factor for tourists in Finland is nature because of the impressive landscapes and its availability all around the country (Travel Research Company, 2018). According to Travel Research Company, in 2018 57% of the respondents to their survey mentioned to have travelled to Finland because of the nature.

Other aspects which bring tourists to Finland are culture and entertainment wellbeing and quietness, and sauna and spas (Travel Research Company, 2018). Locality is favoured: in Finnish products there is a promise from good quality and fresh ingredients especially in food items, which is why tourists favour travelling to Finland (Ma et al., n.d.). Russian and Japanese tourists want to travel to Finland because of the opportunity for shopping (Travel Research Company, 2018).

Finland is viewed as a safe, clean and equality-centred country and therefore tourists do not have much hesitation when choosing Finland as their travel destination. Women are able to travel by themselves without having to worry about being molested even during the night. According to an interview study conducted by Matilainen and Santalahti (2018), there is not much, or very little noticeable racism towards Asians, which has an increasing effect on tourism from Asia (Matilainen and Santalahti, 2018).

Some cultures are fairly similar to Finnish culture and have similar social norms, which it is easier for them choose Finland as their destination (Matilainen and Santalahti, 2018). Cultural attractions lure tourists to visit other countries: Finland can be perceived exotic by the eyes of someone coming from a completely different culture (www.yle.fi).

Even though some tourists see Finland in a favourable light, there still are some issues which can restrict tourists' visit to Finland. One of the aspects mentioned were bureaucracy and its issues. For example, getting a visa can be difficult to tourists travelling outside of EU for longer periods of time (Matilainen and Santalahti, 2018).

Although locality is appreciated, the price levels are experienced to be high (Matilainen and Santalahti, 2018) compared to other similar countries such as Estonia and Sweden. There aren't many different shopping options for tourists, which the studied tourists experienced disappointing. In addition, darkness during autumn and winter, and small cities may act as a reason not to choose Finland (Matilainen and Santalahti, 2018).

It may be deducted from these studies, that many aspects, such as nature, sense of safety and uniqueness have an impact on tourists' perception of Finland. The characteristics which differentiate Finland from other countries can act as a positive factor, luring tourists to Finland or either as a negative factor, pushing them away. Eventually, marketers do have to realize which aspects are driving individuals from visiting Finland and have targeted advertising to correct customers with correct incentives for them to visit Finland.

2.3. Motivation for travelling internationally

Currently we are living in a world, where travelling is possible and generally accessible almost everywhere. The costs of transportation and accommodation are cheaper than before, which only boosts the travel enthusiasm. On European Parliament's Committee on Transport and Tourism's report, it was stated that consumers travelling internationally have moulded to become more sophisticated in the sense of their behaviour (TRAN Committee, 2019). They are accustomed to finding new experiences: especially Millennials, who will become the biggest group of tourists in the near future. (TRAN Committee 2019; Ng, E. and Johnson, J., 2015; Sofronov, 2018). Millennials value acculturating themselves about other cultures and experience the destination in such way (Ng, E. and Johnson, J., 2015; Sofronov, 2018). For this reason, it is vital to explore not only the views and trends of older generations, but also consider other generations such as Millennials, who will eventually become the biggest consumer target groups in the travelling industry.

Therefore, in this literature review, the most crucial motivational theories of travelling will next be discussed and the contribution of the work to understanding tourists' behaviour will be evaluated. Individuals perceive different destinations in various ways and do look for different benefits from different destinations. This will influence the tourists' likelihood and assessment of them visiting the destination (Dolnicar and Huyers, 2010). Individuals may travel for business or for pleasure, but either way, the travellers have some sort of incentive to visit the country. Push and pull dimension's idea is that individuals travel since they are being pushed by their inner forces and then pulled by outer forces of the attraction's characteristics (Bashar & Ahmad, 2010). Yuri and McDonald concluded in their research that there is variance of tourists' motivation from different countries (Yuan & McDonald, 1990). Although this may be true, in this research the overall motivation of international participants will be studied.

2.3.1. Intrinsic and extrinsic motivations

According to Webster's Collegiate Dictionary, the word 'motivation' origins from a Latin word 'movere', which can be translated to 'to move' (Webster's Collegiate Dictionary, 1941). Factors which influence individuals to behave in a certain way have an effect on motivation, since motivation is in basic terms goal-directed behaviour (Armstrong, 2012). Individuals get motivated due to several reasons, but in general when individuals expect that activities might result in achievement of a goal and reward, they are motivated.

Although motivation is a complex concept, it can be divided to two main types of motivations: intrinsic and extrinsic. Intrinsic motivation can be defined by doing something, because it has been experienced fascinating and delightful (Ryan & Deci, 2000; Legault, 2007). It is not affected by external stimulus, but rather by spontaneous needs for positive experiences, such as improving one's capabilities. Intrinsic motivation can therefore be experienced as an action, which happens only because it happens: where means and end are the same (Legault, 2007).

Extrinsic motivation on the other hand refers to doing something, because it has a distinguishable outcome (Ryan & Deci, 2000). In other words, this motivation occurs to individuals, when something "is done to or for people to motivate them" (Armstrong, 2012). Examples of this are incentives like bigger salary or punishments like

disciplinary action. Therefore, the behaviour is innate from the activity itself (Guay, Vallerand and Blanchard, 2000).

Many authors have examined the extrinsic and intrinsic factors affecting motivation. For example, Deci & Ryan in their research on Self-determination theory, which is focused on the types of motivation. It investigates the situations which may increase or decrease these types of motivations and examines the degrees to which “needs for autonomy, competence and relatedness” are supported versus prevented in the sense of strength of motivation (Deci & Ryan, 2008). Basically, they show how different motivations vary based on different goals and reasons, which may give a ground for action. In addition, the theory summarises how intrinsic and extrinsic goals have a positive effect on one’s well-being by satisfying “a set on universal psychological needs”, which an individual may have. (Deci & Ryan, 2008).

Based on these motivations, consumers travelling make their perception on the product, or as in this case, the destination and its components. The thoughts and perceptions of the destination can be different compared to the real features what it has. The perceptions therefore are dependent on the way an individual would process given information (Guay, Vallerand and Blanchard, 2000).

Consumers’ motivation has been utilized in marketing as well as in other fields of business. Prediction of tourist’ behaviour has a big role in tourism marketing: since motivation has an effect on tourist’s behaviour, it also has an effect on their decision-making (Van Vuuren & Slabbert, 2011).

Extrinsic and intrinsic motivation has been utilized successfully in tourism marketing. Marketers try to make consumers want to purchase a trip to another country by emphasizing their rewards programme: if you will buy one trip to this destination now, you will get a certain amount of points. And when you have enough points, you have a chance to get a trip for free or with a discount. In addition, marketers try to make consumers feel that they would like to visit a destination, because it makes them feel good: the destination may be known from celebrities visiting the location or it has just recently been discovered as the trendiest destination for the upcoming decade. If the location is respected for one reason or another, consumers may have motivation in visiting the destination. Motivations can be external to the process of participating in an event.

Deci and Ryan (2000) argued that in fact, all extrinsic rewards decrease intrinsic motivation. They found out that rewards as well as punishments, deadlines and forced goals and targets have a negative effect on the internal motivation. This seems to be because of an impression of an individual that their activity is hastened on purpose, which has a weakening effect on their competence and self-determination (Deci & Ryan, 2000). Although these findings are significant, Cameron and Pierce in 2002 made a study on this matter and concluded that the findings weren't significant enough to have the same outcome as Deci and Ryan. It is argued that measuring extrinsic and intrinsic motivation is rather difficult, which is why proper results are hard to find. Still, if there is a possibility of extrinsic rewards having an effect on motivation of consumers visiting other countries and events, marketers should be considerate when designing their marketing strategies to consumers.

2.3.2. Push and pull motivation theory

When extrinsic and intrinsic factors are focused on what is being done to people to motivate them and experiencing activities delightfully, push and pull factors are concentrated on pushing oneself to completing something and finding activities which pull people towards them. As there are extrinsic and intrinsic motivations, Dann (1977) introduced a theory of push and pull factors for travels which were suggested based on aforementioned motivations. Pull factors are defined by components which attract tourists to a specific location, such as warmth, service quality, price levels and sunshine (Dann (1977)). Push factors are defined by encouraging factors, the components which make the tourist exposed to emotions pushing them to travel, such as escape as described by Dann (1977).

Both of these factors are utilised by marketers: they are used to attract tourists to different destinations by exposing tourists to their current expectations of the destination: driving them to travel. It was concluded that visiting a destination was in fact sequence of a need to travel, even though they would provide the tourists with different kinds of pull factors. In addition, it has been argued (Dann, 1977) that push factors should be used, when trying to battle with the problem of motivation. In addition to that, Baniya and Paudel argued that pull motives are valued by domestic tourists,

and push and pull motives are both vital in other travels as well (Baniya & Paudel, 2016).

Dann also introduced anomie and ego-enhancement, which are identified with the push factor. Anomie is a situation, which has lost its meaning in a society. Dann (1977, 1981) argues that motivation with push factor is closely associated with anomie: tourists want to “get away from it all” and therefore travel to different destinations. Ego-enhancement on the other hand has been identified with a status, which has been obtained by travelling (Dann, 1977, 1981). It could be argued, that push factor therefore plays a stronger and a more vital role in creating motivation.

Although anomie and ego-enhancement help to identify and explain motivation for travelling, they are usually discussed in a sense of vacation-travelling and it hasn't been made clear whether these theories work in other conditions, such as when a consumer isn't looking for a holiday resort, but rather an experience. These studies have been made a while ago, which hints that the subjects of the studies have been living in a different situation valuing different aspects of trips compared to current days: they may not be as relevant as they used to be.

Push and pull factors can be a significant part of marketing plans and they are utilized when luring tourists to visiting different destinations. Tourist businesses make surveys and find out what kind of customers they attract and try to target them to make them loyal to the destination. Another reason for this is to find out what is missing in their destination and if their emphasis on certain features is correct. For example for Finland, clean nature and water is something which attracts tourists to visit Finland, but if no-one would report feedback about these characteristics, it would be clear that tourists wouldn't be interested in them. This would lead to emphasizing something else, such as music or culture.

2.3.3. Travel motivation related to arts versus general travel motivation

For marketers, understanding the choice of tourists and predicting their future buying behaviour is very important. In addition, businesses want to try to invent new attractions and try to make positive connections to the location where they are active (Karamehmedović, 2018). To understand the aspect mentioned, marketers utilize

intrinsic and extrinsic factors as well as push and pull factors when deciding on their course of action.

One might question, whether there is a difference between travel motivation related to arts, such as travelling for a festival compared to general travelling motivation. It can be argued, that the answer to this lies within the tourists. Different people are driven to destinations because of different reasons, whether they are intrinsic or extrinsic. For example, in a study conducted on Asian and European tourists in Thailand, it was found out that the reasons for Asian tourists of coming to Thailand were “a variety of tourist attractions and activities,” when for European tourists the factors were “cultural and historical attractions” (Sangpikul, 2006). This study shows how motivation differs from country to country and from people to people. Whether one is searching for an experience travels or a relaxing holiday, there are push, pull, extrinsic and intrinsic factors affecting the individuals. How this is perceived and how strong the motivations are, is dependent on the individuals themselves.

Intrinsic motivation has been noticed to be linked with creativity. People who are motivated intrinsically have been noticed to be more creative when they are not being motivated by rewards and other extrinsic factors (Luoma et al, 2004). It could be that creative people are therefore more exposed and sensitive to intrinsic motivators, making travel motivation related to arts more focused on intrinsic factors.

2.4. Conceptual Framework

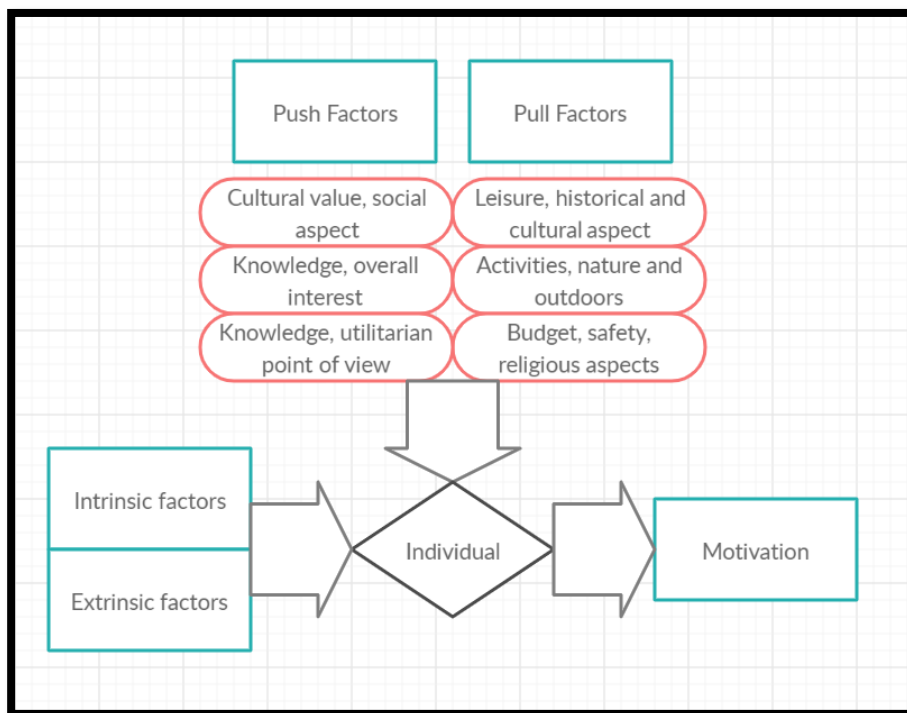


Figure 1 General framework of motivations affecting tourists.

On the basis of the literature review, the following image of conceptual framework may be proposed. It will later be used as the starting point for the following study. This conceptual framework was made from the basis of push and pull motivation theory by Dann (1981). It shows how push factors, such as destination's cultural value to the consumer, overall interest of the consumer and the utilitarian aspects have an effect and help in forming the consumer's motivation. At the same time, intrinsic factors and extrinsic factors have their own effect on consumer, which then later is conducted to be motivation of the individual.

2.5. Conclusion

This literature review has provided an extensive look on the most relevant theories related to motivation behind travelling. Both extrinsic and intrinsic factors have an effect on consumer and their perception as well as images, which later have an effect on the overall motivation of travelling internationally. It is crucial for companies to realize the initial reasons why they would choose a country for their destination. This phenomenon has not yet been examined in Finland, which is why this study becomes relevant.

3. METHODOLOGY

In this thesis, two types of data gathering have been utilized: secondary research and primary research. In the previous part, in the literature review, secondary data has been analysed. In addition, the literature review helped in creating a survey for the thesis. Primary data was collected in March as a survey to test the research questions. The survey was designed to be in English, because it is highly likely to be understood by respondents.

3.1. Secondary research

The secondary data utilized in this thesis can be found in previous sections in the form of literature review. Outlining Finland's characteristics seen by tourists gave the research a steady platform for building the research further. The opinions were utilized further in the survey and will be evaluated later. Studying different aspects of motivation in tourism, especially push and pull motivations and extrinsic and intrinsic motivation were used for the basis of the conceptual framework.

3.2. Primary research

For primary research, an online survey on Qualtrics, which is a questionnaire tool suitable for generating reports from surveys, if there is not too much previous programming experience in hand. Main objectives of the survey were to collect information from the respondents' travel behaviour and their likelihood of travelling to Finland and going to the festival because of different reasons, including push and pull motivations combined with extrinsic and intrinsic viewpoint. In data collection, cross-sectional data was collected from different respondents from different countries but all synchronously.

The questionnaire was shared to the Bear Festival's previous sculptors and the employees. Snowballing sample was used to get more answers from like-minded people who could be interested in and likely to visiting the festival. In addition, the survey was shared online on several platforms such as Facebook and Twitter in specific groups, such as to people interested in travelling or sculpting and under specific hashtags to spread it further. Altogether 84 people responded to the survey.

This group of people were targeted, since it was likely for them to be already aware of the festival or that they were interested in travelling and cultural events. Furthermore, they fit the target markets of the festival. Most of the festival visitors are Finnish, but as the organization was interested in attracting international sculptors and visitors, the survey was targeted also to foreign respondents. Before publishing the survey, it was made sure that the survey was working and in a correct format for both computer, tablet, and phone usage. The survey will be presented at the end of the thesis, in the Appendix A.

3.3. Survey Design

The questionnaire was divided into three sections: demographic questions, general travel behaviour and then specific travel behaviour in the sense of Bear Festival. The survey design was adopted from another similar study by Antara and Prameswari in 2018. The researchers tested push and pull motivations on tourists when they were visiting Bali in Indonesia. The questionnaire was edited to suit Finland and its tourists' needs, which were identified earlier in the literature review. The psychological needs as well the external motives of the respondents were also tested in the survey.

The demographic section included the respondent's gender, age, marital status, annual income level in euros and country, where the respondent currently resides. If the respondents were under 18, they were not able to continue filling out the survey. Marital status included the options "married", "widowed", "divorced", "separated", "single", "in a relationship" and "engaged". In every question except age, the respondents had a chance to answer "I prefer not to say" to give the respondents a chance to bypass the questions without giving too sensitive information, if they didn't want to. Income level included options "less than €10,000" and varied from then on with the units of €9,999. The biggest amount for the income levels was "more than €150,000".

The respondent's general travel behaviour was recorded in the second section. It was started off by the rarity of their travels on yearly basis, followed by the likelihood of them travelling internationally on a 7-point Likert-scale. Then, the general visiting time in the destination was established, where the respondents were able to indicate if they would stay in another country for "less than a week" up to "more than four weeks".

In this section, there was a difference between a question of the respondents: if the respondents were Finnish, they were directed to a slightly different question compared to foreign respondents. Foreign respondents responded to question “How likely are you to travel internationally to Finland because of the following reasons?”, after which they had the possibility of answering in a rating Likert-scale from extremely likely to extremely unlikely. On the other hand, Finnish respondents answered to question “Why do you think international travellers come to Finland?”, where they also had a Likert-scale matrix.

In the matrix, first statements about push motives were introduced and then later pull motives. In the following table both of the motives may be found more in depth.

	Push motives Forces coming from within the individuals	Pull motives Forces driving individuals to a destination
Culture	Experiencing new culture Local food Arts and crafts	
Personal development	Enhancing knowledge Learning new skills	
Physical aspects	Relaxation Relieving stress	
Interpersonal aspects	Escapism Adventure	
Nature		Forest Lakes
Tourism infrastructure		Possibility for shopping Historical aspects
Society		New people Unique community Special reason such as that the destination has been recommended
Security and cleanliness		Sense of security Standard hygiene

Table 1. Push and Pull motives in the survey.

Lastly after the general questions, Bear Festival -focused questions were asked. First the respondent was introduced to a summary and overview of the festival. Then, festival specific questions emerged, such as how likely the respondents would be visiting it in the upcoming years. Interest of the respondent was identified next as well as their opinion about the festival in a sense of push and pull motivations. Lastly, respondents had to record their agreement to obstacles which may have an effect why they wouldn't visit the festival.

4. ANALYSIS AND FINDINGS

4.1. Demographics

Altogether 84 respondents were able to complete the survey. Originally 94 people answered the survey, but when taking a closer look at the data, it was noticed that not all responses were complete and therefore were deleted from the sample. The gender distribution was fairly equal: female participants accounted for 52% of the respondents and males 48%. The ages ranged from 18 to 64, with a median of 28 and mode of 21. Respondents were from 20 different countries. Most of the respondents, over 57%, were from Finland and the United Kingdom of Great Britain and Northern Ireland. Illustrating charts of the distributions can be found below.

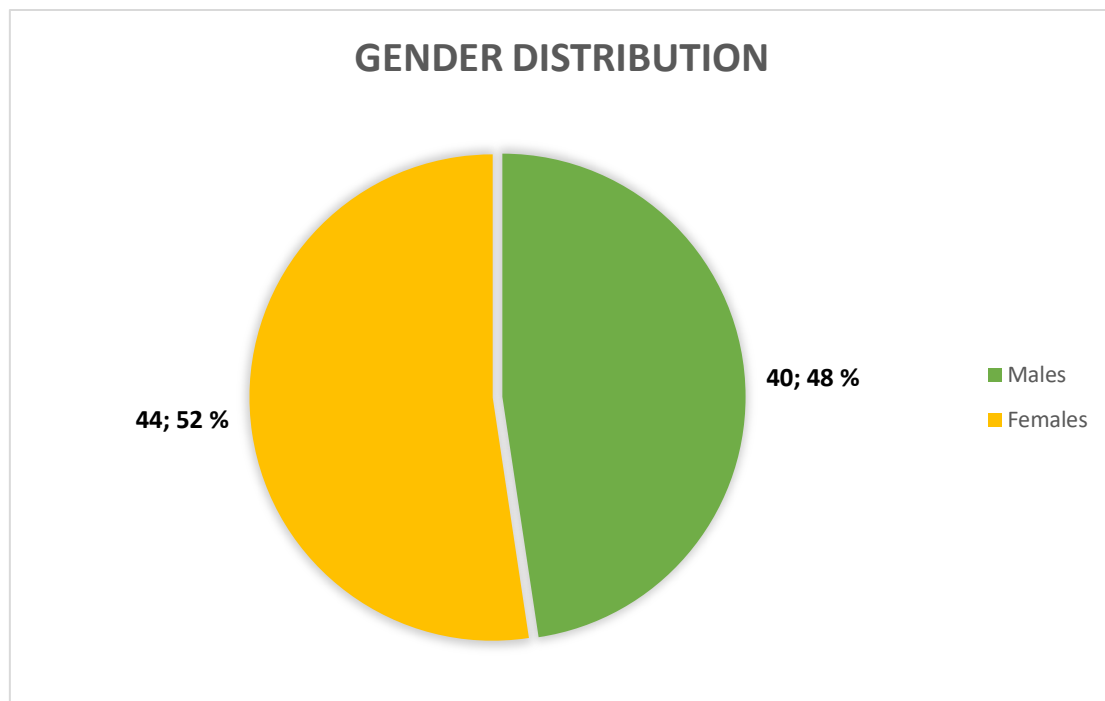


Figure 2 Gender distribution.

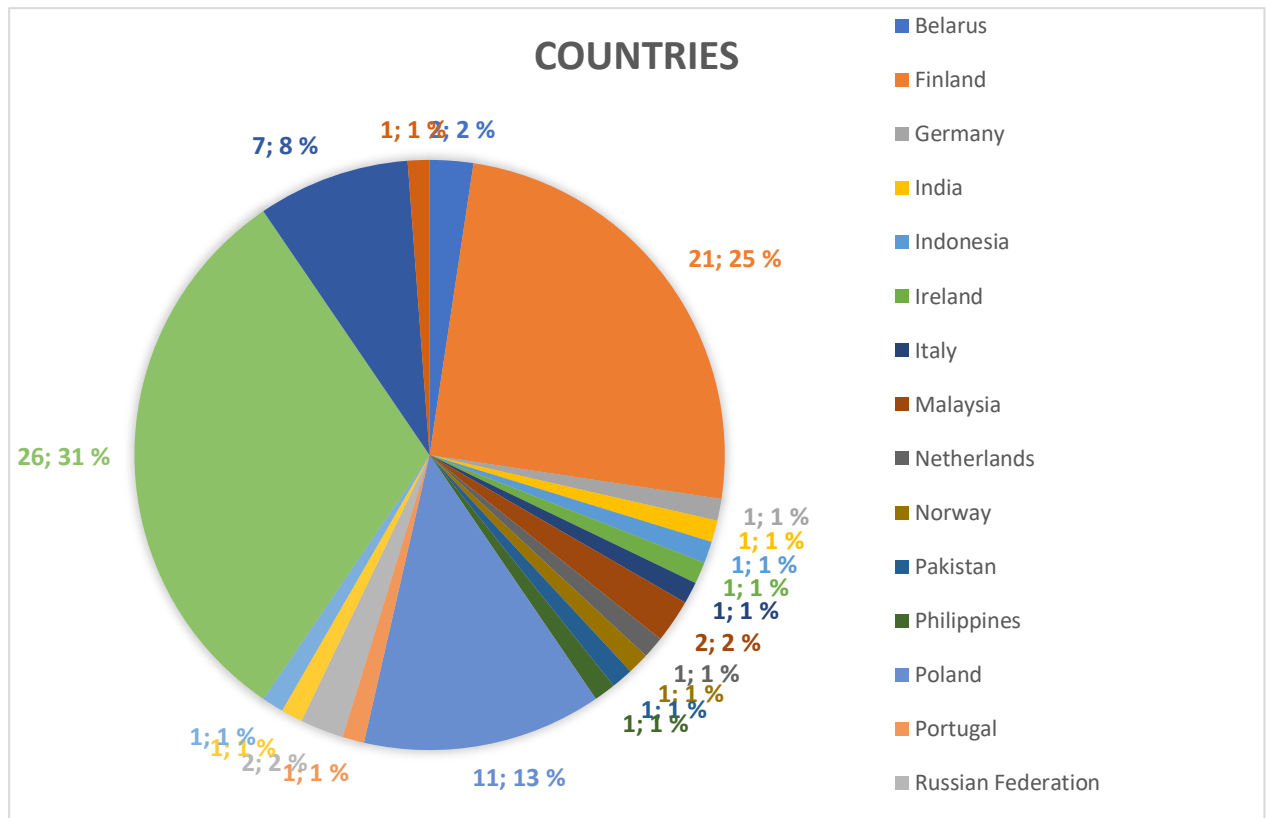


Figure 3 Respondents' current country distribution.

4.2. Reliability test – Cronbach's Alpha

In order to measure the reliability of the survey and respondents, coefficient alpha on the Likers-scale surveys was measured on SPSS.

The survey was divided into two main sections: general travel questions and festival related questions. A Cronbach Alpha, which is greater than 0,7 is considered to be reliable (Tavakol and Dennik, 2011). The following table summarises the results of the analysis.

Half of the variables in the analysed data carry a Cronbach's alpha of greater than 0,7 and therefore may be considered reliable. Hinton et al. explain that Cronbach's alpha of 0,50 to 0,70 shows moderate reliability, which is why the rest of the answers were also considered to be reliable enough for the findings to be deducted (Hinton et al., 2004).

	Cronbach's Alpha	Number of items
General push motives, Finnish respondents	,661	9
General pull motives, Finnish respondents	,572	9
General push motives, international respondents	,884	9
General pull motives, international respondents	,903	9
General travelling behaviour	,618	4
General obstacles limiting travelling	,606	7
Festival related push motives	,816	9
Festival related pull motives	,694	9
Festival related interest	,786	3
Obstacles limiting travel to the festival	,742	7

Table 2 Reliability statistics

4.3. Motivation and Bear Festival

As it was discussed in the literature review, push motives have had a stronger effect on individuals compared to pull factors. Therefore, it was tested whether the push factors attract tourists to Finland more compared to pull factors. In addition, it was researched if there is a significant difference between the female and male respondents in terms of motivation for the festival.

The mentioned questions were examined and conducted on the basis of the Bear Festival's expectations and literature review. They were tested on IBM SPSS Statistics 26 and the results including findings can be found below. First it was tested if push motivation attracts individuals to Finland more compared to pull factors. This was executed by creating mean variables for push and pull factors and then using a paired samples t-test.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	International_Push	3.1091	63	1.16603	.14691
	International_Pull	3.1905	63	1.18053	.14873
Pair 2	Finnish_Push	3.1587	21	.67821	.14800
	Finnish_Pull	3.1058	21	.54487	.11890
Pair 3	Festival_Push	2.9749	84	.83565	.09118
	Festival_Pull	2.9683	84	.60848	.06639

Table 3 Paired samples statistics - 1

In the table, the means of push and pull motivation for international respondents and Finnish respondents were recorded. In addition, means of the motivations for festival from all respondents were recorded. It seems that there wouldn't be much of a difference between the means. To see if the differences are significant enough, these means are needed to be compared to paired samples t-test's means.

Paired Samples Test

		Paired Differences							
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
Pair 1	International_Push - International_Pull	-.08135	.64187	.08087	-.24300	.08030	-1.006	62	.318
Pair 2	Finn_Push - Finn_Pull	.05291	.75899	.16563	-.29258	.39840	.319	20	.753
Pair 3	Festival_Push - Festival_Pull	.00661	.52834	.05765	-.10804	.12127	.115	83	.909

Table 4 Paired samples statistics - 2

In this research, a standard alpha level of .05 is used. 2-tailed significance values for the tests are .318, .753 and .909 and these are larger than .05, which is why we may conclude that there is no significant difference between push and pull motives. The tests were also done to all push and pull motives, but the results are the same as with different sectors of push and pull motives: there is no significant difference between the responses and push factors do not attract individuals more than pull factors.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	All_push	3.0463	84	.75536	.08242
	All_pull	3.0688	84	.69814	.07617

Table 5 Paired samples statistics - 3

Paired Samples Test									
		Paired Differences							
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
Pair 1	All_push - All_pull	-.02249	.41306	.04507	-.11213	.06715	-.499	83	.619

Table 6 Paired samples statistics - 4

After this, it was tested whether there is a significant difference between the males and females in terms of motivation for the festival. This was done by conducting an independent samples t-test with tourism motivation as the dependent variable.

Group Statistics					
	What is your gender?	N	Mean	Std. Deviation	Std. Error Mean
Please indicate your agreement with the following statements. - I would travel to another country for this festival	Male	40	4.38	1.877	.297
	Female	44	4.41	1.834	.276

Table 7 Group statistics

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
Please indicate your agreement with the following statements. - I would travel to another country for this festival	Equal variances assumed	.031	.860	-.084	82	.933	-.034	.405	-.840 .772
	Equal variances not assumed			-.084	80.845	.933	-.034	.406	-.841 .773

Table 8 Independent samples test

Since $F=.031 > .05$, equal variances are not assumed. 2-tailed significance value is greater than .05, which hints that there is no significant difference between the males and females: they seem to have same kind of behaviour in terms of coming to the festival.

4.3.1. Frequencies in responses

In the following section, the most scores gotten push and pull motivations will be laid out in separate tables. The tables are divided into three groups: international respondents' and Finnish respondents' views, wrapping up with the overall views on the festival's motivations. The sums were added from scales with responses "slightly

likely”, “moderately likely” and “extremely likely”. The other part, which includes push and pull factors why it would be unlikely to visit Finland or festival has “slightly unlikely”, “moderately unlikely” and “extremely unlikely” included in it. There were nine option in both push factors as well as in pull factors in both sections, likely and unlikely categories. The response “neither likely nor unlikely” was not taken into considerations, since it can not be separated to either of the response categories.

	Push (likely)	Pull (likely)		Push (unlikely)	Pull (unlikely)
Relaxation	55		Food	23	
Away from home	53		Arts	23	
Relieving stress	54		Music	24	
Nature		52	New people		15
Security		47	Friend's suggestion		15
Cleanliness		47	Shopping		28

Table 9 International respondents' view on Finnish tourism.

It was found out that international respondents would travel to Finland because of possibility of relaxation, relieving stress and escapism, getting away from the regular home setting. They would also travel because of Finnish nature, sense of security and exceptional cleanliness that Finland has to offer.

They also seemed to feel that it would be unlikely for them to travel to Finland after food, arts and crafts, and after music and dancing. They also thought that it would not be likely to travel to Finland because of new people and possibility for shopping. They thought that if their friend would have suggested the destination, they still wouldn't be likely to travel there. The total number of international respondents was 63.

	Push (likely)	Pull (likely)		Push (unlikely)	Pull (unlikely)
New events	20		Food	12	
Adventure	20		Arts	5	
Relieving stress	20		Music	15	
Nature		22		Shopping	12
Security		21		Unique community	6
Cleanliness		22		New people	8

Table 10 Finnish respondents' view on Finnish tourism.

Finnish respondents on the other hand seemed to think that international tourists would come to Finland because of new events and because of the sense and possibility of adventure. Finnish and international respondents agreed on the push motivator of relieving stress in Finland. They also seemed to think that nature, security and cleanliness were the most likely reasons for international tourists to come to Finland.

As the international respondents, Finnish respondents thought that international tourists would be unlikely to come to Finland because of local food, arts and crafts as well as music and dancing. They had similar thoughts that they would be unlikely to travel to Finland because of new people and shopping. It was also suggested, that tourists would be unlikely to travel to Finland because of unique community. The total number of Finnish respondents was 21.

	Push (likely)	Pull (likely)		Push (unlikely)	Pull (unlikely)
New events	74		Food	14	
Arts	72		Adventure	18	
Adventure	62		Learning new skills	23	
Food	62				

Nature		72	Cultural attraction		17
Unique community		78	Friend's suggestion		19
New people		70	Shopping		26

Table 11 All views on the festival.

In the case of the Bear Festival, the respondents thought that the festival would likely to be visited, since it acts as a new interesting event and because arts and crafts are present. They would also visit the festival because of sense of adventure and the local food. Nature, unique community and meeting new people played seemed to play an important role as the festival's motivators. It was an interesting find that the respondents were also agreeing on that food and adventure could also be factors, which would be unlikely for tourists visiting the festival. The respondents thought that learning something new, cultural attractions, shopping possibilities and their friend's suggestions played a role why tourists wouldn't visit the festival.

5. DISCUSSION

This part of the paper discusses the findings, which have been presented previously. First, the findings from general section will be evaluated after which the specific section will be discussed about. After this, the limitations of the study will be analysed.

Push motives seemed to be as strong as pull motives, since there is no significant difference between the variables: push factors do not attract individuals more than pull factors. This is somewhat aligned with the findings in literature review: Baniya and Paudel had discovered both of the factors to be important in the sense of motivation, even though Dann (1977) proposed that push motivation would have a stronger effect. It may also be concluded, that there isn't a significant difference between the male and female respondents, which was proved by the independent samples t-test.

As it has been acknowledged earlier in the literature review, people from different cultures value different things (Yuan & McDonald, 1990). Millennials and their appreciation to leisure time and need for conventional tourism are needed to be taken into account, since they will be the next biggest generation travelling (Ng, E. and Johnson, J., 2015; Sofronov, 2018). Now, when Finnish viewpoints were compared with international respondents' viewpoints, some realisations can be made. International respondent seemed to think that escapism, relaxation and relieving stress would be the reasons why they would visit Finland, which is aligned with the findings from Travel Research Company (2018) in the literature review. Finland is viewed in many countries as a secure place with clean and beautiful nature, which also would be likely characteristics of bringing tourists to Finland.

Finns somewhat agree with the international respondents on this section: relieving stress was one of the motivations Finns think would be present when choosing this destination. Cleanliness, nature and secure environment were also valued by Finns. But on the other hand, it seems that Finns think international tourists are in search of adventure and new experiences, when they travel to Finland.

When considering the Bear Festival, the motivators seemed to circle around the themes what the festival truly is about: arts and crafts, new, adventurous and interesting event as well as local food. Humans in the sense of unique Finnish community and getting to know new people played a role being the pull motivations for festivalgoers. Finnish nature was raised in all of the comparisons: it is truly something

Finns, international tourists and potential tourists at the festival would like to experience.

Tourists would not like to travel to Finland or to the festival because of shopping, which was a contradictory finding. Shopping seems to be a disappointing effect on the respondents, even though in the report from Travel Research Company (2018), it had been identified that Russian and Asian tourists come to Finland to shop. This could be explained by the lack of Russian and Asian respondents in the survey.

5.1. Limitations

The study which was conducted had a few limitations. The sample size was relatively small, 84. The sample was designed to be the subset representing the target population and could have been larger to try to avoid outliers in the research. Now, generalizing some of the results may be a poor reflection from the whole target population. There were quite a few nationalities represented in the study, but a more evenly distributed sample would have had the possibility of providing non-skewed responses. Since the nationality distribution was unequal with Finnish population of 26% and United Kingdom of Great Britain and Northern Ireland with 31% of the responses, it is hard to make generalizations about all of the tourists' common behaviour.

In addition, there were some weaknesses in the online platform for the survey and the formation of it. Many matrixes were present in the survey, which could have led for the potential respondents to deny the survey. Sharing the link to the survey brought its problems: people who weren't interested in either travelling, Finland or the festival were able to answer the survey, even though the target population demanded one of these features to be fulfilled. Therefore, the sample may not be a perfect representation of the target audience. In addition, some questions may be understood in different ways because of for example one's culture, which has been discussed in the literature review. Some of the sources which were utilized in the literature review were translations from other authors and it could be possible that some important information has been lost in translation or misunderstood when translating the original text to English.

One of the biggest impacts limiting the results of the study include the fact that the survey was shared to respondents during the time of the breakout of COVID-19 virus. This might have had a big effect on the respondents and their views of travelling and for example security in other countries, which must be notified when discussing the results. In addition, this makes it more difficult to replicate the study in the future and make general deductions about the topic.

6. CONCLUSIONS

This section of the thesis summarises the main findings as well as provides some suggestions for further research. In addition, it will outline the implications of this research to international business.

6.1. Main findings

In this research, it was found out that Finland indeed has advantages in tourism marketing: nature. It is one of the most distinguishable factors why international tourists would be likely to visit the country. Another aspect are security and cleanliness. Finland has been noticed all around the world from its low crime rates and from its efforts in recycling and taking care of their environment. Tourists would be unlikely to travel to Finland because of shopping: Finland is not presented as a place, where there would be incredible designers or multiple options for purchasing clothes.

6.2. Implications for international business

This research was conducted in a way, which makes it possible to be replicated and possibly used in other countries as well. As there had not been studies on Finnish tourism trends in the sense of motivational drivers, this study acts as a helping tool for other researchers, companies and organizations seeking information about tourist behaviour in Finland. This research helps in understanding how to utilize niche events in Finnish environment in the sense of motivational drivers.

This research shows how important it also is to consider the motivational drivers when designing appropriate marketing strategy for a company or organization: there may be underlying problems with some aspects, which may be questionable in other cultures or countries. The research also proves that both intrinsic and extrinsic, and push and pull motivations are extremely important aspects in tourist and they should be taken into account accordingly.

6.3. Implications for the Bear Festival

This research is valuable for the Association for Rural Culture and Education, since it will provide them information about the motivations of tourists coming to Finland. They can use the gotten information in designing their marketing plans to international visitors. Since it seems like the tourists would be likely to come to Finland because of the beautiful nature and secure and clean environment, it should be emphasized in their advertising and marketing. It should be taken into better considerations, whether to use local food or arts as an inducement for coming to the festival, since it has been considered to be odd and a bit of a slightly repulsive characteristic of why to visit Finland, even though it may be one of the reasons why to visit the festival. The organisers can use this as their advantage.

6.4. Suggestions for further research

First of all, further research should be done during a time of a calmer economic and global situation, which now was not possible to adopt due to the COVID-19 pandemic. The roles of different cultures should be explored in the future research. Another possibility would be also considering individual's personality traits, which may have an effect on the motivations of tourists coming to Finland.

In addition, if conducting a follow-up research on the same topic, the cultural impact from respondents' home country or country of residence could be measured. The importance of the main motivators could be studied more in-depth.

7. REFERENCES

- Antara, M. & Prameswari, Y. (2018) 'Push and Pull Factors of Tourists Visit the Tourism Destination of Bali, Indonesia.' *Journal of Tourism and Hospitality Management*. [Online]. 6(1): 112-120.
- Armstrong, M. (ed.) (2012) *Armstrong's Handbook of Reward Management Practise: Improving Performance Through Reward*: India: Replica Press
- Dann, G. (1977) 'Anomie, ego-enhancement and tourism.' *Annals of Tourism Research* [Online]. 4(4): 184-194.
- Dann, G. (1981) 'Tourist motivation – An appraisal.' *Annals of Tourism Research* [Online]. 8(2): 187-219.
- Deci, E. & Ryan, R (2000) 'Intrinsic and Extrinsic Motivations: Classic Definitions and New Directions' *Contemporary Educational Psychology*. [Online]. 25: 54-67.
- Deci, E. & Ryan, R. (2008) 'Self-determination theory: A macrotheory of human motivation, development, and health.' *Canadian Psychology* [Online]. 49(3): 182–185.
- Fodness, D. (1994) 'Measuring tourist motivation.' *Annals of Tourism Research*. [Online]. 21:3 555-581.
- Graig, D. (2019) *The best holiday destinations for 2020*. Available from: <https://www.thetimes.co.uk/article/the-best-holiday-destinations-for-2020-vqjckznz7> [Accessed on 27 January 2020].
- Guay, F., Vallerand, R. and Blanchard, C. (2000) 'On the Assessment of Situational Intrinsic and Extrinsic Motivation: The Situational Motivation Scale (SIMS)' *Motivation and Emotion*. [Online]. 24(3): 176-213.
- Hetter, K. (2020) *CNN Travel's 20 best places to visit in 2020*. Available from: <https://edition.cnn.com/travel/article/places-to-visit-2020/index.html> [Accessed on 27 January 2020].
- Hinton, P. et al. (2004). *SPSS Explained*. Hove: Routledge.
- Jauhiainen, I. (2019) *Venäläisten uuden vuoden turismi Suomeen näyttää kääntyneen kasvuun: Kylpylät vetävät Saimaalle, Saariselkä myy jo ensi joulua*. (Russians' New Year's tourism to Finland seems to have changed direction: Spas attract to Saimaa, and Saariselkä is already selling the next Christmas.) Available from: <https://www.uusisuomi.fi/uutiset/venalaisten-uuden-vuoden-turismi-suomeen-nayttaa->

kaantyneen-kasvuun-kylypylat-vetavat-saimaalle-saariselka-myy-jo-ensi-joulua/4dfedf25-7dfb-4834-9a33-c7a2f332820c [Accessed on 27 January 2020].

Karamedović, D. (2018) *“Push-Pull” Analysis Towards Creating Holistic Marketing of the Cultural Heritage Tourism Destination: The Case Study of Dubrovnik*. Available from: https://www.researchgate.net/publication/326066028_PUSH-PULL_ANALYSIS_TOWARDS_CREATING_HOLISTIC_MARKETING_OF_THE_CULTURAL_HERITAGE_TOURISM_DESTINATION_THE_CASE_STUDY_OF_DUBROVNIK/link/5b36461a0f7e9b0df5d97069/download [Accessed on 3 February 2020].

Karhufestivaali – Taustaa. (2019) Available from: <https://msl.fi/karhufestivaali/taustaa/> [Accessed on 21 March 2020].

Legault, L., Green-Demers, I., Grant, P., & Chung, J. (2007). ‘On the Self-Regulation of Implicit and Explicit Prejudice.’ *Personality and Social Psychology Bulletin* [Online]. 33(5): 732–749.

Luoma, K. et al. (2004). *Ei ainoastaan rahasta – osaamisen kokonaispalkitseminen*. Helsinki: Tammi.

Ma, F. et al. (n.d.) *Perception of food and locality among Chinese tourist experiences in Finland*. Available from: <https://orgprints.org/31481/1/Ma%20et%20al.%20NJP%20Conference%20abstract.pdf> [Accessed on 27 January 2020].

Matilainen, A. and Santalahti, S. (2018) *Finland as a tourist destination through the eyes of the Japanese*. Available from: <https://helda.helsinki.fi/bitstream/handle/10138/236590/Reports180.pdf?sequence=1> [Accessed on 27 January 2020].

Näkki, M. (2018) Ulkomaiset turistit hylkäsivät Sotšin – venäläiset valittavat, että rantakohteen hintataso on karannut jopa heidän ulottumattomiinsa. (Foreign tourists have abandoned Sochi – Russians are complaining that beach destination’s price levels have escaped even from them.) Available from: <https://yle.fi/uutiset/3-10380886> [Accessed on 29 January 2020].

Ng, E. and Johnson, J. (2015) *Millenials: Who are they, how are they different, and why should we care?* Available from: https://www.researchgate.net/publication/282368010_Millennials_Who_are_they_how_are_they_different_and_why_should_we_care [Accessed on 27 January 2020].

Pesonen, J. (2011) "Understanding the relationship between push and pull motivations in rural tourism". *Tourism review*. 66(3) 32-49.

Ryan, R. & Deci, E. (2000) 'Self-Determination Theory and the Facilitation of Intrinsic Motivation, Social Development, and Well-Being.' *American Psychologist* [Online]. 55(1): 68-78.

Sangpikul, A. (2008) 'Travel motivations of Japanese senior travelers to Thailand.' *International Journal of Tourism Research* [Online]. 10(1): 81 - 94

Sofronov, B. (2018) *Millenials: A new trend for the tourism industry*. Available from: <http://anale.spiruharet.ro/index.php/economics/article/view/1838> [Accessed on 27 January 2020].

Tavakol and Dennick, R. (2011) 'Making Sense of Cronbach's Alpha' *International Journal of Medical Education*, Volume 2, pp. 53-55 [Online] Available from: <http://dx.doi.org/10.5116/ijme.4dfb.8dfd>

Top Countries – The best destinations, journeys & sustainable travel experiences for the year ahead. (n.d.) Available from: <https://www.lonelyplanet.com/best-in-travel/countries> [Accessed on 27 January 2020].

TRAN Committee (2019) *European tourism: recent developments and future challenges*. Brussels: European Parliament's Committee on Transport and Tourism. pp 13-69.

Travel Research Company TAK OY (2018) *Visit Finland's Tourist Report* (in Finnish). Helsinki: Visit Finland.

Van Vuuren, C. & Slabbert, E. (2011) *Travel motivations and behaviour of tourists to a South African resort*. Available from: https://www.researchgate.net/publication/277186027_TRAVEL_MOTIVATIONS_AND_BEHAVIOUR_OF_TOURISTS_TO_A_SOUTH_AFRICAN_RESORT [Accessed 3 February 2020].

Webster's Collegiate Dictionary (1947) (5th edition) Springfield: G&C Merriam.

What brings tourists to Finland? (2013) Available from: https://yle.fi/uutiset/osasto/news/what_brings_tourists_to_finland/6788211 [Accessed on 27 January 2020].

World Travel & Tourism Council (2019) *The Economic Impact of Travel & Tourism*. London: World Travel & Tourism Council. pp. 1-14.

8. APPENDICES

Appendix A – Survey

Motivation and Tourism

Start of Block: Default Question Block

Q1 Dear respondent,

Thank you for taking time to respond to the survey. The following is a survey conducted for an undergraduate thesis at Aalto University School of Business, Mikkeli Campus. The research topic of the thesis is international tourism and motivation.

Taking part in this survey is completely voluntary. The answers are anonymous and will be used in my thesis only. Answering the survey will take approximately five minutes.

If there are any questions, please don't hesitate to contact me via email (sointu.koljonen@aalto.fi).

By continuing to filling out the survey, you have agreed to the terms introduced above.

End of Block: Default Question Block

Start of Block: Block 1

Q2 What is your gender?

- ☐ Male (1)
- ☐ Female (2)
- ☐ Other (3)
- ☐ I prefer not to say (4)



Q3 What is your age in years?

Q4 What is your marital status?

- ☐ Married (1)
- ☐ Widowed (2)
- ☐ Divorced (3)
- ☐ Separated (4)
- ☐ Single (5)
- ☐ In a relationship (6)
- ☐ Engaged (7)
- ☐ I prefer not to say (8)

Q5 What is your annual income level?

- ☐ Less than €10,000 (1)
- ☐ €10,000 - €19,999 (2)
- ☐ €20,000 - €29,999 (3)
- ☐ €30,000 - €39,999 (4)
- ☐ €40,000 - €49,999 (5)
- ☐ €50,000 - €59,999 (6)
- ☐ €60,000 - €69,999 (7)
- ☐ €70,000 - €79,999 (8)
- ☐ €80,000 - €89,999 (9)
- ☐ €90,000 - €99,999 (10)
- ☐ €100,000 - €149,999 (11)
- ☐ More than €150,000 (12)
- ☐ I prefer not to say (13)



Q6 In which country do you currently reside?

▼ Afghanistan (1) ... Zimbabwe (1357)

End of Block: Block 1

Start of Block: Block 2

Q7 In this part of the survey, you will be asked about you travel behaviour. Think about your general type of travelling internationally, when you answer the following questions.

Q8 How often in a year do you travel internationally?

- ☐ More than 12 times a year (1)
 - ☐ 9-12 times a year (2)
 - ☐ 7-9 times a year (3)
 - ☐ 4-6 times a year (4)
 - ☐ 1-3 times a year (5)
 - ☐ Less than once a year (6)
-

Q9 How likely are you to travel to another country?

- ☐ Extremely likely (1)
- ☐ Moderately likely (2)
- ☐ Slightly likely (3)
- ☐ Neither likely nor unlikely (4)
- ☐ Slightly unlikely (5)
- ☐ Moderately unlikely (6)
- ☐ Extremely unlikely (7)

Q10 For how long do you generally stay in one country during your travels?

- ☐ More than four weeks (1)
- ☐ Four weeks (2)
- ☐ Three weeks (3)
- ☐ Two weeks (4)
- ☐ A week (5)
- ☐ Less than a week (6)

Display This Question:

If Q6 != Finland

Q11 How likely are you to travel internationally to Finland because of the following reasons?

	Extremel y likely (1)	Moderatel y likely (2)	Slightl y likely (3)	Neithe r likely nor unlikel y (4)	Slightl y unlikel y (5)	Moderatel y unlikely (6)	Extremel y unlikely (7)
The local food (56)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The arts and crafts (57)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music and dancing (58)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Possibility for adventure in the destination (59)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Relaxation (60)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting away from home (61)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learning something new (62)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relieving stress (63)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participatin g in events you haven't been before (64)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The history of the destination (65)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The nature, like forest and lakes (66)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourist attractions (67)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meeting new people (68)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unique community (69)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because your friend suggested the destination (70)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Secure environmen t (71)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Cleanliness of the destination (72)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping (73)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display This Question:

If Q6 = Finland

Q12 Why do you think international travellers come to Finland?

	Extremel y likely (1)	Moderatel y likely (2)	Slightl y likely (3)	Neithe r likely nor unlikel y (4)	Slightl y unlikel y (5)	Moderatel y unlikely (6)	Extremel y unlikely (7)
The local food (20)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The arts and crafts (21)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music and dancing (22)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Possibility for adventure in the destination (23)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relaxation (24)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting away from home (25)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learning something new (26)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Relieving stress (27)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participating in events you haven't been before (28)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The history of the destination (29)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The nature, like forest and lakes (30)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourist attractions (31)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meeting new people (32)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unique community (33)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because your friend suggested the destination (34)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Secure environment (35)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of the destination (36)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping (37)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Block 2

Start of Block: Block 3

Q13 Please indicate your agreement with the following statements.

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
I like to travel locally (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to travel globally (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy cultural events (such as concerts and art festivals) (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travelling is important to me (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14 What limits your travelling? Check all that apply.

	Strongly agree (4)	Agree (5)	Somewhat agree (6)	Neither agree nor disagree (7)	Somewhat disagree (8)	Disagree (9)	Strongly disagree (10)
Financial situation (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time limitations (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic impact (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Uncertainty
of another
culture and
the
situation in
the country
(4)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Lack of
security (5)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Lack of
interest to
destination
country (6)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

I find
travelling a
waste of
time (7)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

End of Block: Block 3

Start of Block: Block 4

Q15 Please read the following description carefully.

Karhufestivaali (in eng. Bear Festival) is a cultural event, which is organized in the Eastern part of Finland, Ilomantsi. In the festival, different sculptors are challenged to sculpt bear-themed sculptures from wood, where they will be rated on their inventiveness and technical skills.

According to the festival, sculpting wood is the most natural form of self-expression among Finnish self-trained artist and bears are the national animals of Finland, which were raised as the basis of this festival.

At the event, one can find different forms of art, such as sculptures, paintings, music, dance and theatre performances at the venue. A big variety of local food and drinks are served at the festival. There are possibilities of getting introduced to Finnish history as well as Finnish folklores. The festival takes place mostly outside and attracts visitors from all over the world.

Please answer the following questions based on the readings done.

How likely are you to visit this festival in the coming few years?

- ☐ Extremely likely (11)
- ☐ Moderately likely (12)
- ☐ Slightly likely (13)
- ☐ Neither likely nor unlikely (14)
- ☐ Slightly unlikely (15)
- ☐ Moderately unlikely (16)
- ☐ Extremely unlikely (17)

Q16 Please indicate your agreement with the following statements.

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
This event interest me (56)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would travel locally to this festival (57)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would travel to another country for this festival (58)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This festival offers me an exclusive chance to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

try out local
Finnish
food. (59)

This festival
offers
unique and
interesting
arts and
crafts. (60)

This festival
seems to
offer music
and a
possibility to
dance. (61)

This festival
gives me a
chance for
an
adventure.
(62)

I can feel
relaxed after
visiting this
festival. (63)

This festival
offers me a
possibility of
escapism.
(64)

This festival
makes me
learn a new
skill. (65)

This festival
relieves my
stress. (66)

This festival
acts as a
new festival
where I
haven't
been before.
(67)

This festival
helps to
understand

☐ ☐ ☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐ ☐ ☐

Finnish
history. (68)

This festival
is
surrounded
by nature,
forest and
lakes. (69)

I have the
possibility of
going to
tourist
attractions
at this
festival. (70)

This festival
introduces
me to new
people. (71)

I can
experience
the unique
Finnish
community
at this
festival. (72)

This festival
is worth
visiting,
because it
has been
suggested
to me. (73)

This festival
operates in
a safe and
secure
environment
. (74)

This festival
is
exceptionall
y clean.
(75)

This festival
offers a
possibility to
go

☐☐

shopping.
(76)

Q17 Please indicate your agreement with the following statements.

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
I wouldn't visit the festival because of my financial situation (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wouldn't visit the festival because of my time limitations (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wouldn't visit the festival because I am already familiar with the culture (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wouldn't visit the festival because I am not interested with the culture (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wouldn't visit the festival because of the	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

question
of its
security
(5)

I wouldn't
visit the
festival
because
of lack of
interest to
the
destination
country (6)

I wouldn't
visit the
festival
because
the theme
doesn't
interest
me (7)

☐☐☐☐☐☐☐☐☐☐☐☐☐☐

End of Block: Block 4

Appendix B – Likert scales

International	Push motive								
	food	arts	music	adventure	relax	away home	learning	stress	new event
Extremely likely	4	8	3	11	16	19	11	15	5
Moderately likely	6	8	5	27	25	20	25	23	22
Slightly likely	13	15	18	13	14	14	16	16	17
Neither likely nor likely	16	8	12	3	3	3	4	3	7
Slightly unlikely	6	8	9	3	1	1	2	1	7
Moderately unlikely	8	8	6	1	1	2	2	0	1
Extremely unlikely	9	7	9	4	2	3	2	4	3

International	Pull motives								
	destination	nature	attraction	new people	community	friends	security	clean	shopping
Extremely likely	7	32	10	5	4	2	9	15	1
Moderately likely	16	15	15	13	19	17	20	18	7
Slightly likely	19	5	20	15	20	12	18	14	9
Neither likely nor likely	8	3	8	14	9	16	11	8	17

Slightly unlikely	4	2	4	6	4	6	1	4	10
Moderately unlikely	4	2	3	2	1	3	0	0	10
Extremely unlikely	4	3	2	7	5	6	3	3	8

Finnish	Push motive								
	food	arts	music	adventure	relax	away home	learning	stress	new event
Extremely likely	1	0	1	5	1	2	0	4	0
Moderately likely	3	1	0	9	15	11	7	8	14
Slightly likely	2	13	3	6	2	2	11	8	6
Neither likely nor likely	4	3	3	0	1	5	2	0	1
Slightly unlikely	4	3	5	2	2	0	0	1	1
Moderately unlikely	6	2	8	0	1	2	2	1	0
Extremely unlikely	2	0	2	0	0	0	0	0	0

International	Pull motives								
	destination	nature	attraction	new people	community	friends	security	clean	shopping

Extremely likely	0	18	1	0	0	1	6	9	0
Moderately likely	1	3	9	4	5	4	7	7	1
Slightly likely	12	1	6	5	7	8	8	6	3
Neither likely nor likely	2	0	2	5	4	5	1	0	6
Slightly unlikely	2	0	4	5	5	3	0	0	8
Moderately unlikely	4	0	0	2	0	0	0	0	2
Extremely unlikely	1	0	0	1	1	1	0	0	2

Festival	Push motive								
	food	arts	music	adventure	relax	away home	learning	stress	new event
Extremely likely	9	18	9	8	6	7	3	5	30
Moderately likely	31	31	26	27	19	18	16	22	25
Slightly likely	22	23	23	27	27	33	25	29	19
Neither likely nor likely	8	8	16	4	20	15	17	16	6
Slightly unlikely	6	2	5	14	6	5	10	6	2
Moderately unlikely	7	1	4	3	4	6	12	6	2

Extremely unlikely	1	1	1	1	2	0	1	0	0
--------------------	---	---	---	---	---	---	---	---	---

Festival	Pull motives								
	destinatio n	natur e	attractio n	new peopl e	communit y	frien d	secur e	clea n	shoppin g
Extremely likely	12	20	3	8	16	5	16	6	2
Moderately likely	32	33	17	30	31	10	35	24	7
Slightly likely	23	19	26	32	31	22	17	22	23
Neither likely nor likely	12	10	21	10	3	28	15	30	26
Slightly unlikely	3	2	13	2	2	7	1	2	12
Moderately unlikely	2	0	3	2	1	9	0	0	10
Extremely unlikely	0	0	1	0	0	3	0	0	4